CITY OF
SAN JOSE
CAPITAL OF SILICON VALLEY

City of San José
2013 Budget Priorities Survey
Report of Findings

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Public Opinion Research & Strategy
SANTA MONICA • OAKLAND • MADISON • MEXICO CITY

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INTRODUCTION

Between January 17 and 24, 2013, Fairbank, Maslin, Maullin, Metz & Associates (FM3) conducted a telephone survey of 908 randomly-selected San José residents over the age of 18 to assess their views on issues related to the San José City budget. The survey questionnaire was translated and administered in both Spanish and Vietnamese, as well as in English. Survey questions were developed in consultation with City staff, and many were repeated from annual budget surveys conducted from 2007 to 2012. The sample was weighted slightly to conform to demographic data on the City's population.

In this study, one-half of the survey respondents were adult residents selected using a Random-Digit-Dial (RDD) sampling methodology – where a computer randomly generates phone numbers within the City – and one-half were drawn randomly from lists of registered San José voters whose voter history suggests they are likely to cast ballots in November 2014 statewide general election. Using an RDD sample allows the greatest number of residents an opportunity to participate in the survey – because it provides a method of reaching both listed and unlisted numbers – while using a likely voter sample permits collecting data on support for potential ballot measures from a sample of respondents representative of the universe of likely voters.

For the purpose of this analysis, these two samples were generally combined, except for questions asking respondents to indicate their voting preference on potential future ballot measures. There are several places in the report, particularly in the discussion of potential ballot measures, where discussion focuses on a subgroup of "likely November 2014 voters." This phrase refers to a subset of 651 respondents –197 respondents from the RDD sample who indicated that they "never miss" an election and 455 respondents from the voter sample whose voting histories suggest they would be likely to vote in a November 2014 election.

36 percent of the interviews were conducted on cell phones and the RDD sample parameters were adjusted slightly to account for the increasing number of households that are functionally "cell phone only" (i.e., do not regularly use a landline). Specifically, the 453 RDD interviews were drawn from two different samples – one consisting primarily of landline numbers and one consisting primarily of cell phone numbers. Between those two RDD samples, 155 interviews were conducted on cell phones. Additionally, 168 interviews from the sample of likely voters were conducted on cell phones, due to the fact that many voters now submit their cell phone numbers when registering to vote. Ultimately, both RDD samples were combined and weighted slightly to conform to demographic data on the City's adult population.

The margin of error for the survey sample as a whole is plus or minus 3.3 percent. For the RDD sample (referred to as the "adult population sample") as well as the sample drawn from voter lists (referred to as the "likely voter sample") individually, the margin of error is plus or minus 4.7 percent. The margin of error for smaller subgroups within each sample will be larger. For example, statistics reporting the opinions and attitudes of residents over age 65, who make up 19 percent of the sample, have a margin of error of plus or minus 7.5 percent. Therefore, for this and other population groupings of similar or even smaller size, interpretations of the survey's findings are more suggestive than definitive and should be treated with a certain caution.

Finally, it should be noted that due to rounding, not all combined percentages will sum to their assumed total. For example, 13.4 percent and 12.4 percent are shown as 13 and 12 percent in this report, and instead of their combined total summing to 25 percent, it sums to 26 percent (25.8 percent).

This report discusses and analyzes the survey's principal findings. Following the summary of findings, the report is divided into three parts:

- **Part 1** examines San José residents' views of life in the City based on a handful indicators, including how they view the local economy, their own personal financial situations, and public safety.
- **Part 2** examines San José residents' views of the City's budget, including how closely they follow the budget, whether they have a positive or negative view of it, whether they feel it will be better or worse a year from now, general preferences for how to prioritize City spending, and preferences for how to spend additional funding were it available in the City's next budget.
- **Part 3** focuses on the reactions of San José residents to several specific proposals for raising additional revenue.

The topline results of the survey are included at the end of the report in **Appendix A**.

SUMMARY OF MAJOR FINDINGS

Overall, the survey results suggest that residents in San José generally view life in the City positively. While many believe the City is still facing a budget deficit, were additional funds made available residents view public safety – particularly police – as a top priority for any budget enhancements. Majorities of voters support a wide variety of potential ballot measures to provide revenue to the City. However, the different vote thresholds required for each measure suggest that only a couple of these potential measures – namely a general purpose sales tax and an increase/adjustment to the City's business tax – currently appear viable.

More specifically:

- Majorities of residents view the local economy (57%), their own personal financial situations (63%), public safety in the City (59%) and in their immediate neighborhoods (68%) positively.

- This positive outlook appears to extend into the future, at least in regards to the local economy, which three in five (60%) residents feel will be better in twelve months.

- Generally speaking, it appears that residents feel that public safety – across the City and in their neighborhoods – will be relatively unchanged in a year.

- However, 50 percent of residents hold negative impressions of the City's budget and 58 percent assume that City's next budget will start with a deficit. Residents are divided as to whether they feel the budget will be better, worse or unchanged one year from now.

- When asked how they would divide a hypothetical $100 of City spending among five different goals, residents on average indicated they would spend the most to achieve *a safe city* ($25.00) and *a prosperous city* ($23.10), the least to achieve *a green sustainable city* ($16.00) and *an attractive vibrant community* ($15.90), with *a reliable well-maintained infrastructure* falling somewhere in the middle ($20.00). These priorities were similar to those found in 2012 and 2011.

- Were additional funds in the City's budget available, 64 percent of residents would support restoring pay for City employees who have taken pay cuts over the past several years to help balance the City's budget.

- However, when restoring pay is considered among several other categories of budget enhancements, it is clearly a secondary priority to hiring more police officers.

- A majority (63%) of residents is also open to increasing pay for experienced police officers to help improve retention rates and to maintain effective staffing levels. When presented with three approaches to paying for such pay increases, residents expressed a slight preference for raising additional revenue through taxes or fees, though many were also willing to reduce the number of library branches or reduce community center hours.

- Several potential City finance measures appear viable among likely November 2014 voters:

  - 64 percent of likely voters indicated they would support a <u>general purpose sales tax measure</u>, including 70 percent who would vote for one-quarter percent sales tax increase and 57 percent would vote for a one-half percent increase. Such a measure would require support from a majority of voters to pass.

  - A majority (63%) of likely voters indicated they would support a measure <u>increasing the City's existing business tax</u> and adjusting it annually for inflation. Conceptual support for this measure exceeds its majority vote threshold.

  - 72 percent of likely voters appear willing to support a <u>continuation of the City's library parcel tax</u>, a measure that requires two-thirds support for passage. However, when the measure's ballot language included specific information about the amount of the tax and included a provision to annually adjust the tax level to keep pace with inflation, support dropped to 56 percent.

- Several other potential City finance measures would face more uncertain prospects in a November 2014 election:

  - Several <u>one-quarter percent sales tax measures dedicated to public safety services</u> were considered in concept. While all were supported by majorities of likely voters, none exceed the two-thirds vote threshold required for their passage. A measure dedicated to general public safety services was supported by 64 percent of likely voters; a measure dedicated solely to police services was supported 65 percent; and a measure dedicated solely to fire services was supported by 57 percent.

  - While a majority (54%) of likely voters indicated they would in concept support a <u>$97 parcel tax to maintain and repair City streets</u>, this fell well short of the two-thirds vote threshold required for its passage.

The remainder of this report presents these and other results of the survey in more detail.

PART 1: PERCEPTIONS OF LIFE IN SAN JOSÉ

Although the City conducts periodic Community Satisfaction Surveys to collect more robust assessments of how residents view life in San José, this Budget Priorities Survey did include a few general questions unrelated the budget. These questions – how residents feel about the local economy, their own personal financial situations, and public safety – are helpful for understanding the lens through which residents view the City's budget.

1.1 Perceptions of the Economy

One half of respondents were asked to consider their current impressions of the *local economy* and their own *personal financial situation*, while the other half were asked whether they thought these two items would be better or worse twelve months from now. As shown in **Figure 1**, residents appear to hold relatively positive views of both the local economy (57% "positive") and their own personal financial situation (63% "positive"). In fact, only 16 percent viewed their own personal financial situation negatively.

FIGURE 1:
Current Economic Perceptions

Economic Scale	%						
	Very Pos.	S.W. Pos.	Neu.	S.W. Neg.	Very Neg.	Total Pos.	Total Neg.
The local economy	20	37	13	20	10	57	30
Your personal financial situation	26	37	21	9	7	63	16

Residents also appear to be quite bullish about the local economy a year from now. Three in five (60%) expect the local economy to be "better" in twelve months and one in five (19%) believe it will be "much better," as many who feel the economy will be "worse" (**Figure 2**). In trying to project their own personal finances in a year, the vast majority of residents either feel that they will be better off (44%) or about the same (38%). Only 18 percent are pessimistic about their future finances.

FIGURE 2:
Economic Perceptions 12 Months from Now

Economic Scale	%						
	Much Bet.	S.W. Bet.	No Diff.	S.W. Worse	Much Worse.	Total Better	Total Worse
The local economy	19	41	19	14	6	60	19
Your personal financial situation	19	26	38	13	6	44	18

Results Among Subgroups

- Some of the largest differences were between older and younger residents. While there were only relatively minor differences between how they view the current economy, 65 percent of residents under age 50 feel the local economy will be better in a year, compared to only 55 percent of residents age 50+. Residents under age 30 were particularly optimistic (70% feel the local economy will be better in a year.) Again, although there were few differences in how younger and older residents view their current personal financial situations, younger residents were much more likely to believe that their personal prospects will be better in a year than older residents.
- Not surprisingly, lower-income residents feel worse about the local economy and their personal financial situations than upper-income residents. However, they feel similarly optimistic about the local economy's future prospects and while 51 percent of those with household incomes less than $30,000 per year feel their personal financial situation will be better in a year, only 41 percent of those with household incomes greater than $100,000 feel similarly optimistic.
- Residents with four-year college degrees feel better about both the local economy and their personal financial situations than do residents without such degrees.
- While more than three in five white and Asian residents feel positive about the local economy, only 44 percent of Latinos hold similarly positive impressions. However, nearly two-thirds of white and Latino residents feel positive about their own personal financial situations, compared to only 50 percent of Asian residents. Asian residents are the most optimistic about the future local economy.
- Republicans – though they feel roughly same about the local economy and their own personal financial situations as Democrats and independents – are far more pessimistic about how the local economy will look in year.

These questions about economic perceptions were previously asked in 2009. As shown in **Figures 3 and 4**, perceptions about the local economy have improved dramatically, essentially flipping. Whereas majorities of residents thought negatively about the local economy (61%) and expected it to get worse (54%) in 2009, by 2013 majorities now feel positive about the local economy (57%) and expect it to improve (60%).

FIGURE 3:
Historical Perceptions of the "Current" Local Economy

Current Perception	%		
	2009	**2013**	**Δ**
Total positive	26	57	+31
Neutral	13	13	-
Total negative	61	30	-31

FIGURE 4:
Historical Expectations for the Local Economy

Local Economy In 12 Months	%		
	2009	**2013**	**Δ**
Total better	31	60	+29
No change	15	19	+4
Total worse	54	19	-35

Residents' views on their own personal financial situation have also improved since 2009, but were not nearly as negative as views about the local economy (**Figures 5 and 6**). Current views of personal finances have improved from 50 percent "positive" to 63 percent "positive" and five percent more residents in 2013 (44%) are optimistic that their personal finances will improve than in 2009 (39%).

FIGURE 5:
Historical Perceptions of Residents' "Current" Personal Financial Situation

Current Perception	%		
	2009	**2013**	**Δ**
Total positive	50	63	+13
Neutral	18	21	+3
Total negative	32	16	-16

FIGURE 6:
Historical Expectations for Residents' Personal Financial Situation

Personal Financial Situation In 12 Months	%		
	2009	**2013**	**Δ**
Total better	39	44	+5
No change	38	38	-
Total worse	23	18	-5

1.2 Perceptions of Public Safety

In a similar fashion as the economic considerations, one half of respondents were asked to consider their current impressions of the public safety citywide and in their own neighborhoods, while the other half were asked whether they thought public safety would be better or worse twelve months from now. As shown in **Figure 7**, residents have fairly positive impressions of public safety in San José. Specifically, 59 percent view *public safety in the City of San José* positively. Notably, residents view public safety in their immediate neighborhoods even more positively (68% "positive").

FIGURE 7:
Current Public Safety Perceptions

Public Safety Scale	%						
	Very Pos.	S.W. Pos.	Neu.	S.W. Neg.	Very Neg.	Total Pos.	Total Neg.
Public safety in the City of San José	20	39	12	18	11	59	29
Public safety in your immediate neighborhood	35	32	13	12	7	68	20

However, when asked to consider public safety one year from now, most residents do not anticipate many changes. In terms of general public safety in the City, residents are roughly divided into thirds – 35 percent feel it will be better, 30 percent feel it will be worse, and 35 percent feel that it will largely be the same (**Figure 8**). While marginally more optimistic, residents generally feel that public safety in their immediate neighborhoods will remain unchanged.

FIGURE 8:
Public Safety Perceptions 12 Months From Now

Public Safety Scale	%						
	Much Bet.	S.W. Bet.	No Diff.	S.W. Worse	Much Worse.	Total Better	Total Worse
Public safety in the City of San José	14	21	35	19	11	35	30
Public safety in your immediate neighborhood	13	23	44	14	6	36	20

Results Among Subgroups

Notably, most demographic differences are minor. There were only a handful of significant differences.

- Upper-income residents have slightly less positive views about public safety than lower-income residents, both currently and in the future.
- Renters feel more positive about public safety now and in the future than home owners.
- White residents are more concerned about public safety in the City than residents of color. And, more than one-third (36%) of white residents are concerned that public safety across the City will be worse in a year.
- Although Republicans generally view public safety across their City and in their neighborhoods with the same positive hue as Democrats and independents, they are much more pessimistic about the future. More specifically, while they aren't dramatically more pessimistic about public safety in their own neighborhoods a year from now, 41 percent of Republicans assume that public safety across the City will be "worse."

PART 2: PERCEPTIONS OF THE SAN JOSÉ CITY BUDGET

2.1 How Closely Residents Follow the City Budget

Slightly more than one-half (55%) of residents claim they follow news about City government and the City budget "very" or "somewhat" closely (virtually identical rates as were reported in the 2009 survey). However, only 16 percent assert that they follow such news "very" closely, suggesting that only a distinct minority of residents are familiar with many of the details of the City's budget.

FIGURE 9:
How Closely Residents Follow the City Government News and the City Budget

How Closely Followed	%
Very closely	16
Somewhat closely	39
TOTAL FOLLOW CLOSELY	**55**
Not too closely	30
Not at all	15
Don't know	1
TOTAL DON'T FOLLOW	**45**

2.2 Perceptions of the City Budget

One half of respondents were asked whether they had positive or negative impressions of the City budget, while the other half were asked whether they thought the City budget would be better or worse one year from now. The results suggest that it is fair to say that residents are still concerned about the City's budget. As shown in **Figure 10A**, one-half (50%) of residents have a negative impression of the City's budget, including 22 percent who have a "very negative" feeling about it. Only 19 percent view it in a positive light and close to one-third (31%) have neither a positive nor negative impression. Overall, residents seemed resigned that the budget will not improve significantly in a year. They are split roughly into thirds between feeling that the budget will be better or worse or not really change much one year from now (**Figure 10B**).

FIGURES 10A & B:
General Perceptions of the City Budget

Current Perception	%
Very positive	5
Somewhat positive	14
TOTAL POSITIVE	**19**
NEUTRAL	**31**
Very negative	22
Somewhat negative	27
TOTAL NEGATIVE	**50**

Perception 12 Months From Now	%
Much better	12
Somewhat better	22
TOTAL BETTER	**34**
NO CHANGE	**31**
Much worse	12
Somewhat worse	23
TOTAL WORSE	**36**

Results Among Subgroups

- Asian residents view the budget slightly more favorably – or maybe less negatively – than other residents, and 40 percent of them believe it will be better in a year.
- Residents with household incomes less than $30,000 per year are more likely than middle- and upper-income residents to view the City budget positively, and more likely to feel that it will improve by this time next year.
- Republicans are one of the most negative subgroups in regards to how they view the future City budget. 53 percent of them believe it will be worse in a year, compared to only 33 percent of Democrats and 32 percent of independents.
- Interestingly, though those who follow news about City government of the City budget closely aren't significantly more or less likely to have positive or negative impression of the budget, though they are more likely to express an opinion.

These questions about City budget perceptions were previously asked in 2009 and 2010. As shown in **Figures 11**, while perceptions are only marginally more positive than they were in 2009, they aren't nearly as positive as they were in 2010. However, it does appear that in all three years approximately one-half of residents viewed the City's budget negatively and the differences were more between whether residents had a positive or neutral opinion of the budget. Looking at **Figure 12**, we see that while more residents in 2010 (42%) were more optimistic that the budget would get better than in 2013 (31%), then levels of pessimism has consistently declined. In 2009, 55 percent assumed the budget would be worse, 46 assumed it would be worse in 2010, and now "only" 36 predict it will be worse.

FIGURE 11:
Historical Perceptions of the "Current" City Budget

Current Perception	%			
	2009	**2010**	**2013**	**Δ**
Total positive	12	25	19	+7
Neutral	33	28	31	-2
Total negative	55	47	50	-5

FIGURE 12:
Historical Expectations for the City Budget

City Budget In 12 Months	%			
	2009	**2010**	**2013**	**Δ**
Total better	19	42	34	+15
No change	26	12	31	+5
Total worse	55	46	36	-19

These impressions of the City's budget are clearly colored by the fact that most residents assume next year's budget will start with a deficit. As shown in **Figure 13**, nearly three in five (58%) think that the City will start its next budget process with a deficit. In fact, one-quarter (26%) believe that the deficit is "large." Only 18 percent feel that the budget process will start in balance and an even smaller number (6%) believe the starting point will have a surplus. (Another 18 percent are not comfortable venturing a guess.)

FIGURE 13:
Perceived Starting Position of Next Year's Budget

Perceived Starting Position	%
Large surplus	1
Small surplus	4
TOTAL SURPLUS	**6**
BALANCED BUDGET	**18**
Large deficit	26
Small deficit	33
TOTAL DEFICIT	**58**
DON'T KNOW	**18**

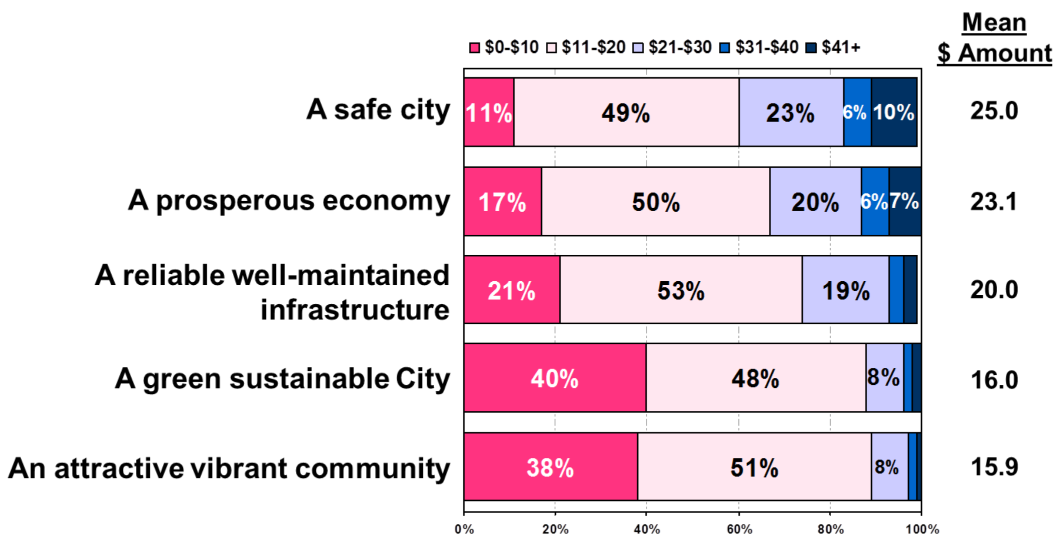
Results Among Subgroups

- Roughly a majority of all subgroups assume the City will start its next budget process with a deficit – it's just a matter of degree. Republicans and residents with household incomes greater than $100,000 per year are disproportionately more likely to believe the deficit will be large, while independent women, independents under age 50, and residents under age 30, in general, are disproportionately more likely to believe it will be small.
- The only subgroup where more than 10 percent feel that the City budget will start with a surplus are those who follow news about City government and the City budget "very" closely, though only 14 percent believe it will start with a surplus.

2.3 Prioritization of City Spending

As was done in the last two budget priorities surveys, respondents were asked to indicate how they would allocate funds if they were in charge of San José's budget. Specifically, they were read five major objectives of the City – *a safe city, a prosperous city, an attractive vibrant community, a green sustainable city,* and *a reliable well-maintained infrastructure* – and asked to indicate how they would divide a hypothetical $100 budget between each of the five goals. As shown in **Figure 14** on the following page, respondents placed a greater emphasis public safety and economic issues, "spending" on average more to achieve *a safe city* ($25.00) and *a prosperous economy* ($23.10) than the other goals. While infrastructure fell somewhere in the middle (*a reliable well-maintained infrastructure* at $20.00), respondents indicated they would spend the least to achieve *a green sustainable city* ($16.00) and *an attractive vibrant community* ($15.90).

FIGURE 14:
Hypothetical Allocations of a $100 Budget between Different City Objectives
(Ranked by Mean Dollar Amount)



Results Among Subgroups

A safe city and *a prosperous economy* were the top two goals in essentially all of the subgroups analyzed, and *a green sustainable city* and *an attractive vibrant community* were typically assigned the fewest dollars on average. The differences of note include the following:

- Residents with at most high-school degrees, men without four-year college degrees, independents age 50+, Latino men, and Asian men all had the order flipped and allocated more to *a prosperous economy* than *a safe city*.
- Renters, men under age 50, independents, Republican men, and Latinos age 50+ all essentially had *a prosperous economy* and *a safe city* tied with similar allocations of money.
- Four-year college graduates, residents ages 65-74, residents with household incomes greater than $100,000 per year, men age 50+, Republicans age 50+, Republican men, white men and Asian men all allocated a little more than average to *a reliable well-maintained infrastructure*. In fact, residents ages 65-74 and residents with household incomes greater than $100,000 per year both allocated the second most dollars to a *reliable well-maintained infrastructure* (behind *a safe city*.)

Comparisons to Prior Years

This relative ranking of budget priorities is remarkably consistent with the results of the past two surveys (**Figure 15**). In fact, in the past year there was essentially no change in the allocations for *an attractive vibrant community*, *a green sustainable city*, and *a reliable well-maintained infrastructure*. Slightly fewer dollars (-$0.40) were allocated to *a safe city* from last year, but still more than in 2011 (+$1.20).

FIGURE 15:
Acceptability of Cuts to Specific Public Safety Services
(Ranked by 2013 Mean Dollar Amount)

Priority Goal	Mean Dollar Amount			
	2011	2012	2013	Δ
A safe city	$23.80	$25.40	$25.00	+$1.20
A prosperous economy	$23.60	$22.50	$23.10	-$0.50
A reliable well-maintained infrastructure	$20.20	$20.10	$20.00	-$0.20
A green sustainable city	$16.60	$16.10	$16.00	-$0.60
An attractive vibrant community	$15.80	$15.90	$15.90	+$0.10

As we have observed in the prior two surveys, the dollar allocations were generally balanced – with none of the five categories exceeding much more than one-quarter of the hypothetical budget – suggesting residents generally view all goals as desirable. However, respondents were not provided with any context regarding how much achieving these goals might cost. For example, public safety comprises a 2.5 to 3 times greater portion of the City's budget than suggested by survey respondents and it would be unrealistic to spend less than one-quarter of the City's budget on public safety. It is possible that if told how much of the budget is currently allocated to each goal in advance of this question, that the results may have been somewhat different. Consequently, these results are helpful for determining the relative priority of these priorities and not their absolute budget allocations.

2.4 Restoring Pay for Employees Who Have Had Their Pay Cut

Respondents were informed that over the past several years City employees have agreed to have their pay cut in order to help balance the City's budget. They were then presented with the following question – if additional funding were available should, some portion of that go to restore pay for those who took pay cut. They were provided with the additional information that restoring pay would help retain and recruit "high-quality City employees." Conceptually, spending additional funding for this purpose was strongly supported by residents – 64 percent expressed support, including 39 percent expressing "strong" support (**Figure 16**). Only 28 percent would oppose restoring pay to City employees.

FIGURE 16:
Support for Restoring Pay for City Employees

Over the past several years City employees agreed to have their pay cut to help the City balance its budget. Some people have said that if additional funding were available the City should restore pay for those who had their pay cut, in order to retain and recruit high-quality City employees. Does this sound like something you would support or oppose?

Position	%
Strongly support	39
Somewhat support	24
TOTAL SUPPORT	**64**
Strongly oppose	17
Somewhat oppose	11
TOTAL OPPOSE	**28**
DON'T KNOW	**8**

Results Among Subgroups

- Support was strong among residents under age 40 and age 75+.
- Support was particularly strong among several subgroups of residents under age 50 – women, independents, and Latinos
- 70 percent of Democrats expressed support, as did 60 percent of independents. While opposition was strongest among Republicans (43%), one-half (50%) of the still expressed support.

2.5 Budget Enhancement Priorities

Respondents were presented with five categories of budget enhancements – *hiring more police officers, restoring pay for City employees who previously agreed to pay cuts, increasing library hours, increasing the size of the fire department, and increasing community center hours* – and asked which they felt should be the highest and second highest priority for the City if any additional funding were available in its next budget. The overwhelming highest priority was hiring more police officers, chosen as the most important place to place additional dollars by 50 of residents (**Figure 17**).

FIGURE 17:
Prioritization of Potential Budget Enhancements
(Ranked by Highest Priority)

Potential Budget Enhancement	%		
	Highest Priority	Second Highest Priority	Total Selected
Hiring more police officers	50	19	69
Restoring pay for City employees who previously agreed to pay cuts	17	13	30
Increasing library hours	10	11	22
Increasing the size of the fire department	8	32	40
Increasing community center hours	5	11	16
All/None/Don't know	10	14	-

Identifying the second highest priority is somewhat more challenging. While *restoring pay for City employees who previously agreed to pay cuts* received the second-most selections as "top priority," that was only by 17 percent of respondents. Consequently, *increasing the size of the fire department* should also be considered. Although only eight percent chose it as the top priority, one-third (32%) chose it as their second priority (including 57 percent of those who selected *hiring more police officers* first). In aggregate, more residents selected *increasing the size of the fire department* first or second (40%) than chose *restoring pay for City employees who previously agreed to pay cuts* first or second (30%). However, taken together these results clearly indicate that many residents want any additional funding to be spent on public safety services.

Results Among Subgroups

- Hiring more police was the top priority across all major residential subgroups with one exception – residents under age 30. While 31 percent of them thought that hiring more police should be the highest priority for additional funding, 33 percent of them thought that restoring pay cuts should be the top priority.
- A few subgroups placed a relatively higher priority on increasing library hours than other subgroups – residents with post-graduate degrees and Asian resident under age 50.

2.6 Increasing Pay for Experienced Police Officers

Respondents were also asked about another potential rationale for increasing City employee pay – this time specific to police officers. They were first provided with some background information about how unusually high rates of retirement and resignation have led to the Police Department operating below authorized staffing levels. Next, they were asked if they would support or oppose increasing pay for experienced officers in order to encourage them to stay with the department. As shown in **Figure 18**, this concept was similarly popular as the proposal to restore the pay of employees who have had the pay cut – 63 percent supported the concept, including 36 percent expressing "strong" support. Three in ten (30%) indicated they would oppose such pay increases.

FIGURE 18:
Support for Increasing Pay for Experienced Police Officers

The City's police department is currently operating below authorized staffing levels due to unusually high rates of retirement and resignation. Given this, would you support or oppose increasing pay for experienced – but not new – police officers in order to encourage experienced officers to stay with the department and maintain effective staffing levels?

Position	%
Strongly support	36
Somewhat support	28
TOTAL SUPPORT	**63**
Strongly oppose	18
Somewhat oppose	13
TOTAL OPPOSE	**30**
DON'T KNOW	**6**

Results Among Subgroups

- Renters are more supportive than homeowners.
- Residents with post-graduate degrees are more divided on the concept. 48 percent expressed support, compared to 45 percent who expressed opposition.
- Latino residents expressed the greatest support (71%) and Asians the lowest (57%). Younger Latinos were particularly supportive and younger Asians least supportive. Asian men are also less supportive.
- Residents with household incomes less than $60,000 per year are more supportive than residents with higher incomes.
- Two-thirds (67%) of women support the concept, compared to 59 percent of men.
- In aggregate, Democrats, Republicans and independents are similarly supportive. However, Republican men differ from Republican women and are less supportive.

Respondents who indicated they would support increasing pay for experienced police officers were next asked to consider a variety of approaches to pay for the pay increases – *raising additional revenue, including taxes or fees, reducing community center hours, and reducing the number of library branches*. Of these three approaches there was not an overwhelmingly clear preference (**Figure 19**). While a plurality chose *raising additional revenue, including taxes or fees*, in total about one-half of respondents choose each of the three options first or second. These results suggest that raising additional revenue is likely the more desirable approach, but that residents who support these pay increases do not feel strongly about it.

FIGURE 19:
Prioritization of Approaches to Pay for Increased Police Salaries
(Ranked by Highest Priority)

Potential Approach	**%**		
	Highest Priority	**Second Highest Priority**	**Total Selected**
Raising additional revenue, including taxes or fees	38	14	52
Reducing community center hours	22	30	52
Reducing the number of library branches	20	27	47
All/None/Don't know	19	28	-

PART 3: SUPPORT FOR SPECIFIC REVENUE-GENERATING PROPOSALS

Survey respondents were asked to provide their opinions about several different options for generating revenue for the City. Specifically, they were asked about seven potential finance measures requiring voter approval: six that would directly raise new revenue and one that would maintain existing revenue by extending the existing City library parcel tax. The seven potential ballot measures that were tested include the following:

- A one-quarter/one-half percent general purpose sales tax;
- A continuation of the existing parcel tax funding library services;
- A $97 parcel tax to maintain and repair City streets;
- An increase to the City's business tax to keep up with past and future inflation
- A one-quarter percent sales tax measures dedicated to general public safety services
- A one-quarter percent sales tax measures dedicated only to police services
- A one-quarter percent sales tax measures dedicated only to fire services

The survey results for the questions related to the potential ballot measures are based only upon the responses from 651 survey respondents deemed to be "likely voters" in the November 2014 election.

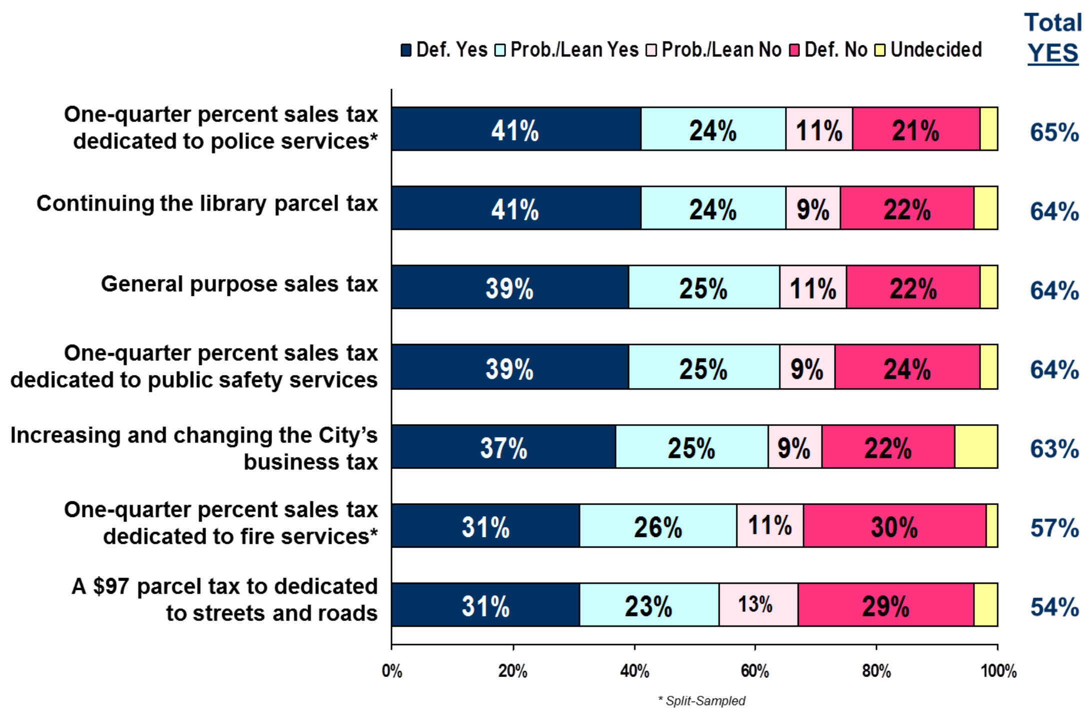
3.1 Support for Potential City Revenue Measures

All respondents were first presented with a ballot measure that would raise the City sales tax to support general services – half of the sample was asked if they would support a one-half percent sales tax increase, while the other half of the sample was asked about a one-quarter percent increase. Next, respondents were asked about a continuation of the San José library parcel tax. In both of these cases, respondents were read potential ballot language – a model of the 75 (or fewer) words that would appear on their actual ballots.

The next five measures were presented to respondents – in random order – in the form of short conceptual descriptions. However, each individual respondent was only asked about four of these five measures. While all were asked about the parcel tax to maintain and repair streets, the business tax inflationary increase, and the one-quarter percent sales tax dedicated to general public safety services, only half were asked about the one-quarter percent sales tax dedicated specifically to police services and the other half were asked about the one-quarter percent sales tax dedicated specifically to fire services.

Figure 20 summarizes how likely November 2014 voters surveyed indicated they would vote on each measure, sorted by the total number of likely voters who indicated they would vote "yes" on each measure. While each measure received majority support, majority support is not always sufficient. Some of these measure would only require majority support to pass (the general purpose sales tax and the business tax increase), whereas, the others would require support from two-thirds of the electorate.

FIGURE 20:
Voter Support for Potential Finance Measures
(Results Among Likely November 2014 Voters)



When interpreting these survey results it is important to keep in mind the intensity of support and opposition for each measure. The results represent a snapshot in time and if the economic or electoral environments change (e.g., a major economic catastrophe, a well-funded opposition campaign) those holding tentative positions are most likely to change their initial opinions. Consequently, while this section focuses primarily on the overall support or opposition to each measure – including those "definitely," "probably" or "leaning" toward a "yes" or "no" vote – the "yes" and "no" vote totals are also presented removing those who are initially undecided and only "leaning" toward a "yes" or "no" position.

3.2 Support for a General Purpose Sales Tax Increase

The first potential ballot measure presented to survey respondents would enact a one-quarter/one-half percent sales tax in the City of San José. The draft ballot language tested for the measure is shown below:

> ***"The City of San José Vital City Services Measure.*** *"To provide funding to preserve essential City services such as: maintaining neighborhood police patrols; keeping 9-1-1 emergency response times low; keeping fire stations open; encouraging economic development and job creation; and maintaining streets, parks and library hours; shall the City enact a* ***(ONE-HALF SAMPLE:*** *one-half percent sales tax)* ***(ONE-HALF SAMPLE:*** *one-quarter percent sales tax), dedicated to City services, protected from State raids, and subject to existing financial audits?"*[2]

As previously shown in **Figure 16**, 64 percent of likely voters indicated they would vote "yes" on this measure, well above the majority vote threshold of such a measure. Using a split-sampling technique, a subtle variation of the sales tax ballot language was tested. One-half of the respondents heard the ballot language with the tax level characterized as a "one-half percent" sales tax, and the other half heard it described as a "one-quarter percent" sales tax.

As shown in **Figure 21**, the difference between these two tax amounts was substantial. 70 percent indicated they would vote for one-quarter percent sales tax increase and only 57 would vote for a one-half percent increase. In prior surveys where both amounts were simultaneously tested, the differences were far more muted. Taking these prior distinctions into consideration, we should be cautious not to overemphasize the differences in support between a one-quarter percent versus a one-half percent sales tax increase. While the difference may not be that wide, these results do suggest that there is some price sensitivity among likely voters, a finding that should be taken into consideration should the City choose to place such a measure on a future ballot.

FIGURE 21:
Support for a Ballot Measure Enacting a Sales Tax
(Results Among Likely November 2014 Voters)

Vote	(%)		
	One-half Percent	**One-quarter Percent**	**Total Combined**
Definitely yes	34	44	39
Probably yes	18	20	19
Lean yes	5	6	6
TOTAL YES	**57**	**70**	**64**
Definitely no	24	20	22
Probably no	12	5	8
Lean no	4	3	3
TOTAL NO	**40**	**28**	**34**
UNDECIDED	**3**	**2**	**3**

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[2] Note: one-half of survey respondents were read the potential ballot language describing a "one-half percent" sales tax and the other half were read "a one-quarter percent" sales tax.

Results Among Subgroups

Unless specifically noted, the following observations by voter subgroup combine the one-quarter and one-half percent sales tax results to increase the overall sample size.

- 70 percent of those who do not follow news on City government or the City budget closely would vote "yes" on a general purpose sales tax measure, compared to 60 percent of those who follow that kind of news closely.
- Renters are more supportive than home owners.
- Likely voters with at most high school educations are most supportive (71% "yes"). In general, women without four-year college degrees were particularly supportive, and men with four-year college degrees were least supportive.
- While there were no significant differences in overall support between different ethnic groups, there were some differences in intensity of support. For examples, both Asian and Latino voters (particularly Asian voters) were more likely to indicate they would "definitely" vote "yes" than white voters. Asian voters under age 50 were particularly supportive.
- Support was especially strong among likely voters under age 30.
- There appears to be a relationship between household income and support for a general purpose sales tax measure. As household income increases, support decreases.
- Overall, there appears to be a gender gap in support – 69 percent of women indicated they would vote "yes," compared to 58 percent of men. This difference is even more pronounced among men age 50+, who were less likely than younger men to vote "yes."
- While majorities of Democrats (72%) and independents (61%) expressed support, Republicans were split right down the middle – 48 percent "yes" to 50 percent "no." Some of these partisan differences were more pronounced by gender. A majority (55%) of Republican men indicated they would vote "no" and independent women were more supportive than independent men, though majorities of both would vote "yes."
- The following subgroups were notably more supportive of a one-quarter percent measure versus a one-half percent measure: voters with four-year college degrees, Asian voters, upper-income voters, men, and independents.

Even though this overall level of support is relatively robust – particularly when compared to the majority vote threshold of a general purpose tax measure – it is worth paying special attention to the more noncommittal likely voters. These voters – "leaners" – were initially undecided when first asked, but asked a second time they indicated they were "leaning" toward voting "yes" or voting "no." As shown in **Figure 22**, removing those "leaners" reduces support for a one-half percent measure to 52 percent and for a one-quarter percent measure to 64 percent. Both would appear to have support above the vote threshold, but obviously with narrower margins.

FIGURE 22:
Support for a Ballot Measure Enacting a Sales Tax without "Leaners"
(Results Among Likely November 2014 Voters)

Vote	(%)		
	One-half Percent	**One-quarter Percent**	**Total Combined**
Definitely yes	34	44	39
Probably yes	18	20	19
TOTAL YES (without leans)	**52**	**64**	**58**
Definitely no	24	20	22
Probably no	12	5	8
TOTAL NO (without leans)	**36**	**25**	**31**
UNDECIDED (with leans)	**12**	**11**	**12**

Support for a Sales Tax Measure Over Time

A similar sales tax measure was tested for the City in the 2009 to 2012 budget surveys. Up until the July 2011 survey, the amount was characterized as a "one-quarter *cent*" sales tax increase, and subsequent surveys – including this one – describe the tax as "one-quarter *percent*." There were other distinctions in the ballot language, as well, including whether the measure included a sunset provision or not.[3]

As shown in **Figure 23** on the following page, likely voter support for a one-quarter cent/percent sales tax has varied somewhat significantly over the past several years, achieving its highest level of support in the most recent survey at 70 percent. However, that support has consistently measured in the 54-70 percent range, despite a change in ballot language, economic conditions, City budget situations, and other factors that may influence support. This finding holds true in the most recent survey, suggesting that despite these changing variables, a majority of likely voters are inclined to support a one-quarter percent general purpose sales tax measure.

[3] Also, ballot language tested for a sales tax measure has changed slightly over time, including some changes in this recent version.

FIGURE 23:
Change in Support for a Ballot Measure Enacting a
One-Quarter Cent/Percent Sales Tax from 2009 to 2013
(Results Among Likely Voters)

Vote	(%)							
	2009^	2010^	Jan. 2011^	July 2011*	Jan. 2012*	May 2012*	July 2012*	Jan. 2013*
Definitely yes	36	33	36	31	38	29	28	44
Probably yes	20	13	17	18	19	22	22	20
Lean yes	6	8	7	8	8	11	11	6
TOTAL YES	**62**	**54**	**60**	**57**	**65**	**63**	**61**	**70**
Definitely no	26	32	24	25	24	19	20	20
Probably no	7	8	7	8	3	10	8	5
Lean no	3	3	4	4	4	5	5	3
TOTAL NO	**36**	**43**	**35**	**37**	**31**	**34**	**33**	**28**
UNDECIDED	**2**	**3**	**5**	**6**	**4**	**3**	**5**	**2**

^One-Quarter Cent Sales Tax Increase
**One-Quarter Percent Sales Tax Increase*

In mild contrast, voter support for a half-cent/percent sales tax measure over the past year has been more stable.[4] As shown in **Figure 24**, despite more tepid support for such a measure in 2010 and 2011, support has been more consistent since January 2012, fluctuating between 57 and 65 percent. Like the one-quarter percent sales tax, these findings suggest that a majority of likely voters are inclined to support a one-half percent general purpose sales tax measure.

FIGURE 24:
Change in Support for a Ballot Measure Enacting a
One-Half Cent/Percent Sales Tax from 2010 to 2012
(Results Among Likely Voters)

Vote	(%)					
	2010^	July 2011*	Jan. 2012*	May 2012*	July 2012*	Jan. 2013*
Definitely yes	26	25	35	24	28	34
Probably yes	16	17	22	24	24	18
Lean yes	6	9	8	9	10	5
TOTAL YES	**47**	**51**	**65**	**58**	**62**	**57**
Definitely no	33	28	18	22	22	24
Probably no	10	9	8	10	7	12
Lean no	4	5	3	7	5	4
TOTAL NO	**48**	**31**	**29**	**39**	**34**	**40**
UNDECIDED	**5**	**8**	**5**	**3**	**4**	**3**

[4] A half-cent/percent variation of the sales tax was not tested on every survey which tested a quarter-cent/percent sales tax.

^One-Half Cent Sales Tax Increase
**One-Half Percent Sales Tax Increase*

While in some surveys the differences between the two levels – one-quarter and one-half – were relatively minor there were surveys where those differences were more pronounced in favor of the one-quarter percent measure, most notably in this recent survey. This suggests that while the difference in tax level may play a role in support for a general purpose sales tax measure, it is likely not determinative and other factors – turnout and electoral composition, the state of the economy, etc. – may play equally important roles.

More specifically, there are several factors at work that could explain these year-to-year variations:

- **Turnout Models** - The voter samples in each case looked at different electoral circumstances and turnout models. For example, the 2013 survey looked at lower turnouts associated with off-year elections – specifically the November 2014 election. However, the 2012 likely voter sample used a higher turnout election model – in this case, the November 2012 presidential ballot. As a rule of thumb, higher turnout elections tend to draw slightly more younger voters, lower-income voters, less educated voters, voters of color and Democratic voters who are often more supportive of finance measures, all things being equal. Additionally, some of these voters may also be more sensitive to a difference in tax amount.

- **Inherent Survey Variability** - Realistically, the oscillations on display in the table above year-to-year fall within the margin of error, with the exception of the one-quarter percent sales tax in this recent survey. Outside of this one result, the data suggest that the electorate has been consistent on this issue: on average three-in-five voters support a one-quarter percent sales tax increase every year, and a slightly smaller percent consistently support a one-half percent sales tax. Even while the ballot language tested changes, and each of the surveys tested a different sample, the overall results are similar.

- **Varied Ballot Language** - The ballot language tested was not exactly same in each survey. Because of different priorities and approaches, the exact ballot question used in each survey was slightly different – and though some of the differences may seem minor – they could have influenced voters' impressions. For example, the 2009 measure started with, "In order to protect and maintain essential City services...," the 2010 measure started with, "In order to provide funding to protect and maintain essential City services…," the January 2011 measure started with, "To provide temporary emergency funding to preserve essential City services…," and the most recent measure (2013) started with "To provide funding to preserve essential City services…"

  And some of the measures tested included sunset provisions (such as the May 2012 survey) while others – including this recent survey – did not. As noted earlier, the July 2011 and the most recent survey measured support for a "one-quarter *percent*" sales tax increase rather than a "one-quarter *cent*" increase.

2.3 Support for Continuing the Library Parcel Tax

Respondents were presented with a second potential ballot measure that tested draft ballot language. This measure would extend an existing tax – a library services parcel tax, last extended for ten years in 2004 – for another ten years. Two different versions of potential ballot language for this measure were tested:

- One which included specific language about the tax amount ($29.13 per year for single-family residences) and would adjust the level of the tax annual for inflation, capped at three percent annually; and
- One which did not include specific language about the amount of the tax and did not include an annual adjustment for inflation.

The draft ballot language tested for the measure is shown below:

The City of San José Library Services Protection Measure

(ONE-HALF SAMPLE – WITH AMOUNT AND CPI ADJUSTMENT)
"To support local libraries, including preventing severe reductions in hours; buying needed books and materials; and preventing deep cuts in children's reading programs; shall the City of San José continue until 2024 an existing annual parcel tax of 29 dollars and 13 cents for single-family residences and proportional for other properties, adjusted for inflation capped at 3 percent annually and subject to existing financial audits?"

(ONE-HALF SAMPLE – WITHOUT AMOUNT OR CPI ADJUSTMENT)
"To support local libraries, including buying needed books and materials; preventing severe reductions in hours; and preventing deep cuts in children's reading programs; shall the City of San José renew until 2024 an existing, expiring parcel tax without increasing rates and subject to existing financial audits?"

Keeping in mind that a parcel tax measure – such as this one – would require support from two-thirds of the electorate, responses to both versions of this measure are shown in **Figure 25** on the following page. Although 64 percent of all likely voters indicated they would vote "yes" to extend the existing library parcel tax, there were stark differences between the different formulations of the measure. Only 56 percent expressed support for the version that included specific information about the amount and indicated that the amount would be adjusted annually to account for inflation, well below the two-thirds vote threshold. In contrast, the version that did not include the amount or the language about the inflation adjustment was supported by 70 percent of likely voters, just clearing the two-thirds threshold. In fact, nearly one-half (47%) said they would "definitely" vote "yes" on such a measure.

FIGURE 25:
Support for a Ballot Measure Continuing the Existing City Library Parcel Tax
(Results Among Likely November 2014 Voters)

Vote	(%)		
	With Amount and CPI	Without Amount and CPI	Total Combined
Definitely yes	35	47	41
Probably yes	18	21	20
Lean yes	3	4	4
TOTAL YES	**56**	**72**	**64**
Definitely no	27	17	22
Probably no	8	6	7
Lean no	3	1	2
TOTAL NO	**37**	**24**	**31**
UNDECIDED	**7**	**4**	**5**

Because this survey did not delve into the specific elements of such a measure, it is difficult to ascertain whether the specific tax amount or the inflation adjuster was more determinative. However, these results clearly suggest that one or both of those elements should be critical considerations should the City seek a renewal of this parcel tax.

Results Among Subgroups

Unless specifically noted, the following observations by voter subgroup combine both versions of the library parcel tax extension results to increase the overall sample size.

- Likely voters with post-graduate degrees were particularly supportive; especially in contrast to men without four-year college degrees.
- More than 70 percent of voters under age 40 indicated they would vote "yes" to extend the library parcel tax, as did voters age 75+.
- Income again appeared to play a role. More than seven out of ten voters with household income less than $60,000 per year supported the measure, while voters with greater household incomes were less supportive, even though more than three in five of them still indicated they would "yes."
- There was a mild gender gap, with 68 percent of women indicating they would vote "yes," compared to only 60 percent of men. These distinctions were most pronounced among younger voters. 77 percent of women under age 50 were supportive, while men under age 50 were twenty points less supportive (57%).
- Over two-thirds (71%) of Democrats indicated they would vote "yes." While independents were very supportive, their support still fell short of the two-thirds threshold (63%). Republicans were essentially split down the middle 49 percent "yes" to 46 percent "no."
- There were big differences between different subgroups of independent voters. Younger independent voters were nearly twenty points more supportive than older

independent voters, and independent women were much more supportive than independent men.

- The following subgroups were notably more supportive of a library parcel tax extension that did not mention the tax amount and did not include an inflation adjuster: homeowners, voters without school-age children at home, voters with four-year college degrees, Asian voters, voters age 50+, middle-income voters, men age 50+, and independents.

Much like the analysis of the general purpose sales tax, it is instructive to look at the support for the library parcel tax extension without "leaners." This is particularly relevant for the version that did not mention the tax amount and did not include an inflation adjuster (because its support exceeded the two-thirds threshold required for passage). As shown in **Figure 26**, removing those "leaners" reduces support for this version of the library parcel tax extension by four points – from 72 to 68 percent – just barely over the two-thirds threshold. This suggests that a measure structured in this manner – even when considered using conservative estimates – appears viable, though by the narrowest of margins.

FIGURE 26:
Support for a Ballot Measure Continuing the Existing City Library Parcel Tax without "Leaners"
(Results Among Likely November 2014 Voters)

Vote	(%)		
	With Amount and CPI	**Without Amount and CPI**	**Total Combined**
Definitely yes	35	47	41
Probably yes	18	21	20
TOTAL YES (without leans)	**53**	**68**	**61**
Definitely no	27	17	22
Probably no	8	6	7
TOTAL NO (without leans)	**35**	**23**	**29**
UNDECIDED (with leans)	**13**	**9**	**11**

2.4 Support for a One-Quarter Percent Sales Tax Dedicated to Public Safety

As previously noted, three different one-quarter percent sales tax measures funding public safety services were tested in concept (and not full draft ballot language). All respondents were read and asked to indicate their vote preferences for a measure dedicated to general public safety services, including police, fire and 911 emergency response. One-half of respondents were also asked about a measure dedicated solely to police services and the other half were asked about a measure dedicated solely to fire services. The conceptual language tested is shown below:

(GENERAL PUBLIC SAFETY SERVICES)
"A measure to provide funding solely dedicated to public safety services in San José, including neighborhood police patrols; violent crime and gang prevention; and emergency fire and medical response capabilities funded by a one-quarter percent sales tax."

(FIRE SERIVCES ONLY)
"A measure to provide funding solely dedicated to fire services in San José, including firefighting, emergency medical services, emergency dispatch and rescue services, and hazardous incident response funded by a one-quarter percent sales tax."

(POLICE SERIVCES ONLY)
"A measure to provide funding solely dedicated to police services in San José, including violent crime and gang prevention; robbery and burglary investigations; officers for neighborhood patrols; and school safety partnerships funded by a one-quarter percent sales tax."

Solid majorities of likely voters expressed support for all three measure concepts (**Figure 27** on the following page). However, none of the concepts garnered support in sufficient levels to exceed the two-thirds vote threshold required to pass special purpose tax measures. The general public safety services and the police services measures came closest (64% and 65%, respectively), while the fire services measure was only supported by 57 percent of likely voters. It should be noted that full ballot language – taking advantage of the allowed 75 words – could impact support, conceivably enough to generate two-thirds support for one of these measures. However, with the conceptual language testing below two-thirds, such a measure would appear to face somewhat long odds.

FIGURE 27:
Support for a Ballot Measure Enacting a One-Quarter Cent Sales Tax Dedicated to Public Safety Services
(Results Among Likely November 2014 Voters)

Vote	(%)		
	Public Safety Services	Police Services Only	Fire Services Only
Definitely yes	39	41	31
Probably yes	19	21	21
Lean yes	6	3	5
TOTAL YES	**64**	**65**	**57**
Definitely no	24	21	30
Probably no	6	9	9
Lean no	3	3	2
TOTAL NO	**33**	**32**	**40**
UNDECIDED	**3**	**3**	**3**

Results Among Subgroups

- The likely voter subgroups disproportionately more likely to support one special purpose one-quarter percent sales tax measure dedicated to public safety services (or police or fire exclusively) are renters, voters with at most high school educations, women without four-year college degrees, voters under age 30, lower-income voters, women, younger Democrats, Latino men and Asian voters under age 50.
- In general, Republicans were most likely to express opposition, particularly younger Republicans and Republican men.

2.5 Support for Adjusting the City's Business Tax

One of the other potential revenue-generating measures described to respondents would increase the City's existing business tax, including adjusting the formula used to calculate the tax to keep pace with inflation:

> *"A measure to protect and maintain essential City services like police patrols, 9-1-1 emergency response, fire protection, libraries, and streets and parks maintenance by increasing the business tax to keep up with past and future inflation."*

Unlike the sales tax measures dedicated to public safety services, this business tax measure would generate revenue for the City's general fund and thus only require support from a majority of voters to pass. Consequently, the fact that 63 percent of likely voters indicated they would vote "yes" on the measure – at least in concept – suggests that it may be viable in 2014 (**Figure 28**). Even if those "leaning" toward voting "yes" are removed from support, 58 percent still indicated they would vote "yes."

FIGURE 28:
Support for a Ballot Measure to Increase the Business Tax to Keep up with Past and Future Inflation
(Results Among Likely November 2014 Voters)

Vote	%
Definitely yes	37
Probably yes	21
Lean yes	5
TOTAL YES	**63**
Definitely no	22
Probably no	7
Lean no	3
TOTAL NO	**31**
UNDECIDED	**6**

Results Among Subgroups

- Renters were more likely to support the measure than homeowners.
- Likely voters with at most high school educations were particularly supportive, as were voters under age 30 and Latinos age 50+.
- Voters of color were more supportive than white voters.
- Support for the measure decreased with increased income, though a majority (56%) those with household incomes greater than $100,000 still expressed support.
- Women were more supportive than man, largely driven by high rates of support among Democratic and independent women.
- One-half (50%) of Republicans expressed opposition to the measure. (Only 44 percent indicated they would vote "yes.")

Support for Adjusting the City's Business Tax Over Time

Similar business tax reform concepts were tested in the 2009, 2010, 2011 and 2012 City budget surveys, though the language tested was somewhat different. The 2009 language referenced "modernizing" the tax with an inflation adjustment and the 2010 language used similar language but clarified that the tax would be increased. The 2011 language was somewhat more specific: the "method used for calculating the tax" language was changed and it also made reference to "911 emergency response," which was omitted from the prior surveys. The 2012 language omitted the concept of "increasing" and "changing" the tax, and only referenced adjustments to the tax to keep up with inflation. The most recent language specifically indicated that the tax would increase the business tax to "keep up with past and future inflation."

As shown in **Figure 29**, the overall conceptual support for this measure has hovered around 60 percent over the past three years, suggesting some consistency in support for it among likely voters.

FIGURE 29:
Support for a Ballot Measure Changing the City's Business Tax from 2009 to 2013
(Results Among Likely Voters)

Vote	(%)				
	2009	**2010**	**2011**	**2012**	**2013**
Definitely yes	25	20	29	38	37
Probably yes	15	17	18	21	21
Lean yes	5	6	10	7	5
TOTAL YES	**45**	**43**	**57**	**67**	**63**
Definitely no	23	31	25	18	22
Probably no	8	12	9	6	7
Lean no	7	6	3	3	3
TOTAL NO	**38**	**49**	**37**	**28**	**31**
UNDECIDED	**17**	**8**	**6**	**6**	**6**

2.6 Support for a $97 Parcel Tax to Maintain and Repair City Streets

Respondents were asked about a $97 parcel tax to maintain and repair City streets. The conceptual language tested for each measure is shown below:

> *"A measure to help maintain street paving, pothole repair and traffic safety on residential streets and major roads through a parcel tax limited to five years and contingent on the property type and size, but not to exceed 97 dollars per year for residential parcels."*

Like the library parcel tax extension and the sales tax measures dedicated to public safety, the vote threshold for this parcel tax is two-thirds of the electorate. However, as is shown in **Figure 30** on the following page, conceptual support for this measure (54%) falls well short of that threshold. Furthermore, just as many likely voters indicated they would "definitely" vote "yes" (31%) as would "definitely" vote "no" (29%).

FIGURE 30:
Support for a $97 Parcel Tax Measure to Maintain and Repair City Streets
(Results Among Likely November 2014 Voters)

Vote	%
Definitely yes	31
Probably yes	18
Lean yes	5
TOTAL YES	**54**
Definitely no	29
Probably no	9
Lean no	4
TOTAL NO	**42**
UNDECIDED	**4**

Support for a $97 Parcel Tax to Maintain and Repair City Streets Over Time

The same conceptual language was also tested in the 2012 budget priorities survey. As shown in **Figure 31**, support for such a measure fell well below the two-thirds vote threshold in 2012, as well. These findings suggest that the low-level of support – at least relative to the vote threshold – is not an aberration and that such a measure does not appear to be viable at this point in time.

FIGURE 31:
Support for a $97 Parcel Tax Measure to Maintain and Repair City Streets from 2012 to 2013
(Results Among Likely Voters)

Vote	(%)	
	2012	**2013**
Definitely yes	28	31
Probably yes	17	18
Lean yes	6	5
TOTAL YES	**51**	**54**
Definitely no	28	29
Probably no	10	9
Lean no	6	4
TOTAL NO	**44**	**42**
UNDECIDED	**5**	**4**

CONCLUSIONS

The results of the 2013 City of San José Budget Priorities Survey lead us to draw the following conclusions:

- While residents still harbor serious concerns about the City's budget, they feel generally positive about the local economy and public safety in the City, and many feel optimistic that the economy will only improve in the next year.

- However, these perceptions of public safety in the City do not appear to dampen their enthusiasm for increasing public safety expenditures. In fact, if additional revenue were available, hiring additional police officers is the clear number one priority of most residents. Furthermore, a majority of residents supports increasing the pay of experienced police officers to increase retention rates and to maintain staffing levels, and many are willing to increase taxes or fees to do so.

- However, the realities of election law make the prospects of passing a finance measure dedicated specifically to public safety services challenging. A general purpose measure – whether a sales tax or business tax increase – would stand a much better chance of passing in November 2014, and given that the majority of general fund expenditures go to public safety, much of the revenue generated by such a measure would benefit public safety services.

- Majorities of voters are open to extending the existing City library parcel tax, though the final structure of a measure and how it is communicated will have a significant impact on a measure's ability to exceed the two-thirds threshold.

APPENDIX A: TOPLINE SURVEY RESULTS

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES JANUARY 17-24, 2013

2013 CITY OF SAN JOSÉ COMMUNITY BUDGET SURVEY
320-546-WT
N=908
A/B SPLITS

Hello, I'm_____ from F-M-3, a public opinion research company. We're conducting a public opinion survey about issues that interest residents of the City of San José. **(IF RESPONDENT REPLIES IN SPANISH OR VIETNAMESE, OR DESIRES TO SPEAK ONE OF THESE LANGUAGES, FOLLOW THE ESTABLISHED PROCEDURE FOR HANDING OFF TO AN INTERVIEWER WHO SPEAKS THE APPROPRIATE LANGUAGE.)** We are definitely not trying to sell anything, and we are only interested in your opinions.

(FOR LISTED SAMPLE, READ THE FOLLOWING INTRO:)
May I speak to______________? (**YOU MUST SPEAK TO THE VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED, OTHERWISE TERMINATE.)**

(FOR BOTH RDD SAMPLES, READ THE FOLLOWING INTRO:)
May I speak with the adult in your household who celebrated a birthday most recently? (**IF NOT AVAILABLE, ASK:**) May I speak to another adult member of your household who is 18 years old or older?"

(RESUME ASKING ALL RESPONDENTS IN ALL SAMPLES)
1. **(T)** Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely? **(IF NOT ON A CELL PHONE, ASK:** "Do you own a cell phone?")

Yes, cell and can talk safely	**(ASK Q2)**	36%
Yes, cell not cannot talk safely	**TERMINATE**	
No, not on cell, but own one	**(ASK Q2)**	45%
No, not on cell and do not own one	**(SKIP Q2)**	19%
(DON'T READ) DK/NA/REFUSED	**TERMINATE**	

(ASK ONLY IF CODES 1 OR 2 "OWN A CELL PHONE" IN Q1)
2. **(T)** Would you say you use your cell phone to make and receive all of your phone calls, most of your phone calls, do you use your cell phone and home landline phone equally or do you mostly use your home landline phone to make and receive calls?

All cell phone	27%
Mostly cell phone	26%
Cell and landline equally	25%
Mostly landline	21%
(DON'T READ) DK/NA	1%

(RESUME ASKING ALL RESPONDENTS IN BOTH RDD SAMPLES)

3. **(T)** I will not need to know your exact address, but in order to help me verify that you live within the boundaries of our interviewing area, could you please tell me what the ZIP code is for your current residence? **(TERMINATE ALL WHOSE ZIP CODE IS NOT ON THE LIST OF SAN JOSÉ ZIPS)**

(**RECORD ZIP CODE)** ______________

4. **(T)** Do you live in the City of San José or in some other city?

San José	100%
All other responses	**TERMINATE**
(**DON'T KNOW/NA**)	**TERMINATE**

(RESUME ASKING ALL RESPONDENTS IN ALL SAMPLES)

NOW I WOULD LIKE TO ASK YOU ABOUT SOME DIFFERENT MEASURES THAT MAY APPEAR ON AN UPCOMING CITY OF SAN JOSÉ BALLOT IN A FUTURE ELECTION. PLEASE LISTEN CAREFULLY TO THE DESCRIPTION OF EACH ONE, AND THEN TELL ME HOW YOU THINK YOU MIGHT VOTE.

5. **(T*)** The first potential measure is entitled **The City of San José Vital City Services Measure**, and reads as follows:

"To provide funding to preserve essential City services such as: maintaining neighborhood police patrols; keeping 9-1-1 emergency response times low; keeping fire stations open; encouraging economic development and job creation; and maintaining streets, parks and library hours; shall the City enact a **(SPLIT SAMPLE A:** one-half percent sales tax) **(SPLIT SAMPLE B:** one-quarter percent sales tax), dedicated to City services, protected from State raids, and subject to existing financial audits?"

If there were an election today, do you think you would vote "yes" in favor of this measure or "no" to oppose it? **(IF YES/NO, ASK:** "Is that definitely or just probably?") (**IF UNDECIDED, DON'T KNOW, NO ANSWER, ASK:** "Do you lean toward voting yes or no?")

	SPLIT A: ½% SALES TAX	SPLIT B: ¼% SALES TAX	OVERALL
TOTAL YES	**60%**	**71%**	**65%**
Definitely yes	35%	43%	39%
Probably yes	19%	20%	20%
Undecided, lean yes	6%	7%	7%
TOTAL NO	**37%**	**26%**	**32%**
Undecided, lean no	3%	3%	3%
Probably no	12%	5%	9%
Definitely no	22%	18%	20%
(**DON'T READ)** DK/NA	3%	3%	3%

6. Next**,** the second potential measure is entitled **The City of San José Library Services Protection Measure**, and reads as follows:

(T*) (SPLIT SAMPLE A ONLY – WITH AMOUNT)
"To support local libraries, including preventing severe reductions in hours; buying needed books and materials; and preventing deep cuts in children's reading programs; shall the City of San José continue until 2024 an existing annual parcel tax of 29 dollars and 13 cents for single-family residences and proportional for other properties, adjusted for inflation capped at 3 percent annually and subject to existing financial audits?"

(SPLIT SAMPLE B ONLY – WITHOUT AMOUNT OR CPI ADJUSTMENT)
"To support local libraries, including buying needed books and materials; preventing severe reductions in hours; and preventing deep cuts in children's reading programs; shall the City of San José renew until 2024 an existing, expiring parcel tax without increasing rates and subject to existing financial audits?"

(RESUME ASKING ALL RESPONDENTS)
If there were an election today, do you think you would vote "yes" in favor of this measure or "no" to oppose it? **(IF YES/NO, ASK:** "Is that definitely or just probably?") (**IF UNDECIDED, DON'T KNOW, NO ANSWER, ASK:** "Do you lean toward voting yes or no?")

	SPLIT A: W/AMOUNT /CPI	SPLIT B: NO AMOUNT /NO CPI	OVERALL
TOTAL YES	**58%**	**73%**	**66%**
Definitely yes	36%	47%	41%
Probably yes	19%	22%	20%
Undecided, lean yes	4%	5%	4%
TOTAL NO	**35%**	**24%**	**29%**
Undecided, lean no	3%	3%	3%
Probably no	7%	6%	7%
Definitely no	25%	14%	20%
(DON'T READ) DK/NA	7%	3%	5%

7. Now I would like to ask you about four other measures that may appear on a future City of San José ballot. After I read each one, please tell me whether you would vote yes to support it, or no to oppose it? **(IF YES/NO, ASK:)** "Is that definitely **(YES/NO**) or just probably?" **(IF UNDECIDED, ASK:** "Well, do you lean towards voting yes or no?") **(RANDOMIZE)**

	DEF YES	PROB YES	LEAN YES	LEAN NO	PROB NO	DEF NO	(DK/ NA)
[ ]a. **(T)** A measure to help maintain street paving, pothole repair and traffic safety on residential streets and major roads through a parcel tax limited to five years and contingent on the property type and size, but not to exceed 97 dollars per year for residential parcels.	33%	18%	5%	5%	8%	26%	4%
[ ]b. **(T*)** A measure to protect and maintain essential City services like police patrols, 9-1-1 emergency response, fire protection, libraries, and streets and parks maintenance by increasing the business tax to keep up with past and future inflation.	39%	21%	6%	2%	7%	19%	5%
[ ]c. A measure to provide funding solely dedicated to public safety services in San José, including neighborhood police patrols; violent crime and gang prevention; and emergency fire and medical response capabilities funded by a one-quarter percent sales tax.	39%	19%	7%	3%	6%	22%	3%
(SPLIT SAMPLE A ONLY)							
[ ]d. A measure to provide funding solely dedicated to fire services in San José, including firefighting, emergency medical services, emergency dispatch and rescue services, and hazardous incident response funded by a one-quarter percent sales tax.	35%	20%	6%	2%	8%	26%	3%

(SPLIT SAMPLE B ONLY)

	DEF YES	PROB YES	LEAN YES	LEAN NO	PROB NO	DEF NO	(DK/ NA)
[ ]e. A measure to provide funding solely dedicated to police services in San José, including violent crime and gang prevention; robbery and burglary investigations; officers for neighborhood patrols; and school safety partnerships funded by a one-quarter percent sales tax.	43%	20%	4%	2%	9%	18%	4%

(RESUME ASKING ALL RESPONDENTS)

NOW I AM GOING TO ASK YOU SOME GENERAL QUESTIONS ABOUT LIFE IN SAN JOSÉ.

(ASK Q8 OF SPLIT SAMPLE A ONLY)

8. First, I am going to read you a list of different aspects of life in San José. After I read each one, please tell me if you expect that item to be better or worse twelve months from now. **(IF BETTER/WORSE, ASK:)** "Is that much **BETTER/WORSE** or somewhat **BETTER/WORSE**?"

	MUCH BETTER	SMWT BETTER	(NO DIFF.)	SMWT WORSE	MUCH WORSE	(DK/NA)
(RANDOMIZE a-d)						
[ ]a. **(T)** Your personal financial situation	19%	26%	35%	13%	6%	3%
[ ]b. **(T)** The local economy	19%	41%	16%	14%	6%	3%
[ ]c. Public safety in the City of San José	14%	21%	32%	19%	11%	3%
[ ]d. Public safety in your immediate neighborhood	13%	23%	41%	14%	6%	3%
(ALWAYS ASK e. LAST)						
e. **(T)** The City's budget	12%	22%	19%	23%	12%	12%

(ASK Q9 OF SPLIT SAMPLE B ONLY)

9. First, I am going to read you a list of different aspects of life in San José. After I read each one, please tell me whether you currently have a generally positive or generally negative feeling about that item. **(IF POSITIVE/NEGATIVE, ASK:)** "Is that very **POSITIVE/NEGATIVE** or somewhat **POSITIVE/NEGATIVE**?"

	VERY POS.	SMWT POS.	(NO DIFF.)	SMWT NEG.	VERY NEG.	(DK/NA)
(RANDOMIZE a-d)						
[ ]a. **(T)** Your personal financial situation	26%	37%	16%	9%	7%	5%
[ ]b. **(T)** The local economy	20%	37%	11%	20%	10%	2%
[ ]c. Public safety in the City of San José	20%	39%	10%	18%	11%	2%
[ ]d. Public safety in your immediate neighborhood	35%	32%	11%	12%	7%	1%
(ALWAYS ASK e. LAST)						
e. **(T)** The City's budget	5%	14%	15%	27%	22%	16%

(RESUME ASKING ALL RESPONDENTS)

NOW I AM GOING TO ASK YOU SOME QUESTIONS THAT DEAL WITH SAN JOSÉ'S CITY GOVERNMENT BUDGET.

10. **(T)** First, how closely do you follow the news about San José city government and the city budget: very closely, somewhat closely, not too closely, or not at all?

Very closely	16%
Somewhat closely	39%
Not too closely	30%
Not at all	15%
(DK/NA)	1%

11. **(T)** Thinking about its next budget, do you think that the City of San José will start its budget process with a budget surplus, a balanced budget, or a budget deficit? **(IF BUDGET SURPLUS/DEFICIT, ASK:** "Will it be a very large **SURPLUS/DEFICIT** or just a small **SURPLUS/DEFICIT**?")

Large surplus	1%
Small surplus	4%
Balanced budget	18%
Small deficit	33%
Large deficit	26%
(DON'T KNOW/NA)	18%

12. **(T)** Next, I am going to ask you to imagine you are in charge of San José's city budget. The City of San José has five major priority goals and I would like you to tell me how you would prioritize City spending to achieve these goals. For this exercise, assume you have 100 dollars to spend on all five. After I read you all of the goals, please tell me how many dollars out of 100 you would spend on each goal, keeping in mind that the total must add up to 100 dollars. **(READ RANDOMIZED LIST OF GOALS; RE-READ INSTRUCTIONS AS NECESSARY AND ENSURE THAT THE TOTAL DOLLAR AMOUNT EQUALS $100)**

	$0-$10	$11-$20	$21-$30	$31-$40	$41+	MEAN $ AMOUNT
[ ] A safe City	11%	49%	23%	6%	10%	25
[ ] A prosperous economy	17%	50%	20%	6%	7%	23.1
[ ] An attractive vibrant community	38%	51%	8%	2%	1%	15.9
[ ] A green sustainable City	40%	48%	8%	2%	2%	16
[ ] A reliable well-maintained infrastructure	21%	53%	19%	3%	3%	20

TOTAL---**$100**

13. Next, which one of the following five categories of budget enhancements do you feel should be the City's highest priority if additional funding were available its next budget? **(READ LIST; IF FIRST CHOICE MADE, FOLLOW UP BY ASKING:** "And which should be the second highest priority?") **(RANDOMIZE)**

	FIRST PRIORITY	SECOND PRIORITY
[ ]a. Increasing library hours	10%	11%
[ ]b. Increasing community center hours	5%	11%
[ ]c. Hiring more police officers	50%	19%
[ ]d. Increasing the size of the fire department	8%	32%
[ ]e. Restoring pay for City employees who previously agreed to pay cuts	17%	13%
(DON'T READ) All	3%	1%
(DON'T READ) None	3%	1%
(DON'T READ) DK	4%	12%

14. Next, over the past several years City employees agreed to have their pay cut to help the City balance its budget. Some people have said that if additional funding were available the City should restore pay for those who had their pay cut, in order to retain and recruit high-quality City employees. Does this sound like something you would support or oppose? **(IF SUPPORT/OPPOSE:** "Is that strongly **SUPPORT/OPPOSE** or just somewhat **SUPPORT/OPPOSE**?")

TOTAL SUPPORT	**64%**
Strongly support	39%
Somewhat support	24%
TOTAL OPPOSE	**28%**
Somewhat oppose	11%
Strongly oppose	17%
(DON'T READ) DK/NA	8%

NOW I AM GOING TO ASK YOU A FEW QUESTIONS ABOUT A SOMEWHAT DIFFERENT, BUT RELATED, TOPIC.

15. First, the City's police department is currently operating below authorized staffing levels due to unusually high rates of retirement and resignation. Given this, would you support or oppose increasing pay for experienced – but not new – police officers in order to encourage experienced officers to stay with the department and maintain effective staffing levels? **(IF SUPPORT/OPPOSE, ASK:** "Is that strongly **SUPPORT/OPPOSE** or just somewhat?")

TOTAL SUPPORT	**63%**
Strongly support	36%
Somewhat support	28%
TOTAL OPPOSE	**30%**
Somewhat oppose	13%
Strongly oppose	18%
(DON'T READ) DK/NA	6%

(ASK Q16 ONLY IF "SUPPORT" – CODES 1 OR 2 – IN Q15)

16. Next, I am going to read you a list of different approaches the City could use to fund pay increases for experienced police officers in order to improve retention rates and maintain staffing levels. Please tell me which one of the following approaches would be your first choice for the City to use. **(READ LIST; IF FIRST CHOICE MADE, FOLLOW UP BY ASKING: "**And which would be your second choice?") **(RANDOMIZE)**

	FIRST CHOICE	SECOND CHOICE
[ ]a. Reducing the number of library branches	20%	27%
[ ]b. Reducing community center hours	22%	30%
[ ]c. Raising additional revenue, including taxes or fees	38%	14%
(DON'T READ) All	5%	0%
(DON'T READ) None	8%	6%
(DON'T READ) Don't know	6%	22%

(RESUME ASKING ALL RESPONDENTS)

HERE ARE MY FINAL QUESTIONS. THEY ARE JUST FOR STATISTICAL PURPOSES.

17. **(T)** Do you live in a single-residence detached home, or do you live in a multi-family apartment, mobile home park, or condo building?

Single family detached house	74%
Multi-family apt/condo	22%
Mobile home park	2%
(DON'T READ) Don't know/ Refused	1%

18. **(T)** Do you own or rent the house or apartment where you live?

Own	69%
Rent	29%
(DON'T READ) Don't know/ Refused	2%

19. **(T)** Are there any children under the age of 18 living in your household?

Yes	34%
No	65%
(DK/NA)	1%

20. **(T)** What was the last level of school you completed?

Grades 1-8	1%
Grades 9-11	4%
High school graduate (12)	15%
Some college	22%
Business/vocational school	4%
College graduate (4)	37%
Post-graduate work/ Professional school	15%
(DON'T READ) DK/Refused	2%

21. **(T)** Please stop me when I come to the category that best describes the ethnic or racial group with which you identify yourself. Is it….?

Hispanic/Latino	21%
African-American	3%
Asian/Pacific Islander	19%
Caucasian/White	47%
Native American/Indian	1%
Some other group or identification	5%
(DON'T READ) Refused	3%

22. **(T)** In what year were you born?

1995-1989 (18-24)	7%
1988-1984 (25-29)	5%
1983-1979 (30-34)	10%
1978-1974 (35-39)	6%
1973-1969 (40-44)	9%
1968-1964 (45-49)	12%
1963-1959 (50-54)	10%
1958-1954 (55-59)	9%
1953-1949 (60-64)	8%
1948-1939 (65-74)	10%
1938 or earlier (75 & over)	9%
(DON'T READ) DK/Refused	4%

23. **(T)** I don't need to know the exact amount but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2012?

$30,000 and under	13%
$30,001 - $60,000	16%
$60,001 - $75,000	13%
$75,001 - $100,000	11%
$100,001 - $150,000	10%
More than $150,000	12%
(DON'T READ) Refused	25%

(ASK Q24 – Q25 OF BOTH RDD SAMPLES ONLY)

24. Are you a registered voter in the City of San José?

Yes **(CONTINUE TO Q25 AND Q26)**	90%
No **(SKIP TO Q27)**	9%
(DON'T READ) Refused **(SKIP TO Q27)**	1%

(IF "YES" IN Q24 ASK:)

25. Are you registered as a Democrat, as a Republican, as a member of another political party, or as declining to state a party affiliation?

Democrat	54%
Republican	17%
Other/Declining to State	24%
(DON'T READ) Refused	6%

(ASK ALL RESPONDENTS WHO ARE "YES" IN Q24 AND ASK ALL VOTERS ON THE LISTED SAMPLE)

26. Which of the following best describes how often you vote in local elections: **(READ LIST)**

I never miss an election	53%
I vote in almost all elections	27%
I vote in most major elections, but occasionally miss one	13%
I only vote in some elections, or	4%
I rarely vote	2%
(DON'T READ) Refused	1%

(RESUME ASKING ALL RESPONDENTS IN ALL SAMPLES)

27. Here is my final question. Could you tell me the cross streets of the main intersection near where you live? **(WRITE IN STREET NAMES)**

Street____

with
Street____

THANK YOU VERY MUCH FOR YOUR TIME AND ATTENTION TO MY QUESTIONS.

Gender by observation:	Male	49%
	Female	51%
Language by observation:	English	91%
	Spanish	5%
	Vietnamese	4%
Sample:	Standard RDD	38%
	Cell Phone RDD	12%
	Voter List	50%

Phone # ____________________

Date ____________________ ZIP ____________________

City ____________________ County ____________________

Interviewer ____________________ Cluster # ____________________

Verified by ____________________ Page # ____________________

(RECORD BELOW FOR VOTER LIST SAMPLE ONLY)

Party: From file

Democrat	49%
Republican	25%
No party preference	23%
Other party	3%

Name ____________________ Page # ____________________

Address ____________________ Voter ID # ____________________

City ____________________ Precinct ____________________

Zip ____________________ Interviewer ____________________

FLAGS

P06	48%
G06	62%
F08	67%
P08	45%
G08	86%
M09	49%
P10	60%
G10	92%
P12	65%

VOTE BY MAIL

1	10%
2	10%
3+	54%
BLANK	26%

PERMANENT ABSENTEE

Yes	73%
No	27%

CITY COUNCIL DISTRICT

1	8%
2	10%
3	9%
4	9%
5	9%
6	14%
7	7%
8	8%
9	13%
10	12%